

## EXHIBITOR & SUPPORTER RULES AND REGULATIONS

### ADDRESSING ADHERENCE

The Cystic Fibrosis Foundation (CFF) is dedicated to empowering people with CF and families to successfully manage and sustain their daily care through a multi-pronged approach. Part of this effort includes reframing the topic of adherence to emphasize the important role partnerships between clinical care teams and patients/families are in developing and sustaining care.

By submitting an application, exhibitors and supporters agree that, should any of their participation at NACFC address the topic of adherence, they will speak to the CFF's Partnership for Sustaining Daily Care (PSDC) team to learn how their program can reframe adherence. For more information, please contact [PSDCteam@cff.org](mailto:PSDCteam@cff.org).

### ADVERTISING

Moving or Static interviews, demonstrations, entertainment and event/function advertisements, and distribution of literature, give-away items and/or promotional material must be done within the confines of assigned booth areas. Canvassing or distributing advertising materials outside exhibitor's own booth is strictly prohibited. Solicitation of business, except by contracted exhibitors, is not permitted.

The CFF does not support or endorse any products or services related to an exhibit, and exhibitors are strictly prohibited from suggesting otherwise. Use of the CFF name, logo, and/ or conference name is not permitted without the written consent of the CFF, including, but not limited to, *North American Cystic Fibrosis Conference, NACFC, CFF, Cystic Fibrosis Foundation, CF Foundation, or the like.*

### AMERICANS WITH DISABILITIES ACT

The CFF and the Georgia World Congress Center comply with all ADA regulations throughout NACFC. We ask that all exhibitors also comply in their booth space.

### BOOTH ASSIGNMENTS

The CFF reserves the right to modify the floor plan to accommodate space sales and/or avoid conflict and to relocate exhibit booths as necessary after consultation with exhibitors who are affected by the modification. Every effort to consider the location of competitors and accommodate special requests will be made; however, NACFC cannot guarantee booth location. Exhibitors are expected to be respectful and not to interfere with other exhibitors or booth spaces regardless of location.

### BOOTH PERIMETERS

Exhibitors are prohibited from placing any structures or materials beyond the perimeters of their assigned booth space. This includes a prohibition on placing any structures or materials within the assigned booth space of other exhibiting companies, or in such a way as to obscure or otherwise interfere with the assigned booth space of others. NACFC reserves the right to make modifications to perimeter restrictions at any time and at its sole discretion.

### COMPLIANCE WITH LAWS AND REGULATIONS

Exhibitors must comply with all laws, by-laws, regulations, policies, ordinances, resolutions, and agreements of or with the Georgia World Congress Center, the city of Atlanta, the state of Georgia, and federal regulations. In addition, exhibitors will comply with the regulations of the local unions having jurisdiction at the convention center where applicable. Materials used in all parts of exhibit construction, together with all curtains, draperies, and other decorative material must be flameproof as prescribed by the fire ordinances currently in effect in Atlanta. All national and local fire laws and ordinances with respect to materials, electrical wiring, and other substances must be strictly observed. Exhibits are subject to inspection by appropriate officials before opening and at any time during the conference to ensure compliance.

Combustible material such as crepe paper, tissue paper, pine boughs, or leafy adornments will not be allowed at any time. All packaging containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under tables or behind displays. Open flames, gasoline, kerosene, and other flammable or explosive substances are not permitted in the exhibit hall. Confetti, glitter, or helium balloons are not permitted in the exhibit hall.

Individuals under the age of 18 years old are not permitted in the exhibit hall during installation and dismantling hours.

### **DIRECT SALES**

The direct sale of merchandise, including food and beverages, for cash or credit in the exhibit hall is prohibited; however, orders may be taken for exhibitor products and services.

### **ELIGIBILITY**

Products and services must be related to the research or care of cystic fibrosis, and companies must be in good financial standing with the CFF. The CFF reserves the right to refuse space to any company who has failed to fulfill its financial obligations to the CFF, and/or whose products or services, in the judgment of the CFF do not meet the educational, scientific or practice needs of NACFC attendees.

### **EVENT ATTENDANCE**

Exhibitors, like all other attendees, are expected to adhere to the Foundation's [Event Attendance Policy](#). No children under the age of 18 will be allowed into the exhibit hall.

### **EXHIBIT HALL SCHEDULE**

Thursday, October 8	8:30 a.m. – 5:30 p.m.
Friday, October 9	8:30 a.m. – 5:00 p.m.
Saturday, October 10	8:30 a.m. – 2:30 p.m.

On days when the exhibit hall is open, exhibitors are allowed access into the hall 1 hour prior to published opening. Exhibiting personnel may remain in the exhibit hall up to 1 hour after the hall closes unless prior authorization is received from CFF.

### **FLOOR COVERING**

Floor covering is mandatory for all exhibit booths and must cover the entire net square footage of contracted exhibit space. Exhibitors may supply their own floor covering (carpet or hardwood) or rent from the official NACFC service contractor. Order forms will be included in the Exhibitor Services Kit. If floor covering is not installed by **5:00 p.m. on Wednesday, October 7**, the NACFC service contractor will install carpet at the exhibitor's expense.

### **FOOD AND BEVERAGE**

Food and beverage to be served, distributed, or consumed on the premises of the Georgia World Congress Center must be contracted through Levy, the exclusive provider of food and beverage at the convention center. Exhibitors wishing to distribute food or beverages of any kind must complete the Giveaway Form in the Exhibitor Resource Center by **September 16** for review and approval. Food and beverage services are permitted only within assigned booth spaces. Popcorn, cotton candy, alcohol and shelled peanuts are not permitted.

### **FORCE MAJEURE**

NACFC will not be responsible in any event for any loss, damage, delay, or limitation related to acts of God, transportation stoppages, labor disputes, government restrictions, civil unrest, warfare, pandemic disease, acts of terrorism, unavoidable casualty, or any other similar or dissimilar causes beyond the control of the CFF and NACFC. Exhibitor hereby releases and discharges the CFF and NACFC, its officers, directors, employees, and agents from liability for any such loss, damage, delay, or limitation. Should any contingency prevent the holding of the conference or exhibition, NACFC may retain such part of the fee specified in the exhibitor application.

### **FUNDRAISING**

Collecting donations for the CFF or any other fundraising activity is prohibited.

### **FURNISHINGS AND DÉCOR**

Exhibitors may rent furnishings and decorations from NACFC's designated service contractor or provide their own. Material handling rates may apply if exhibitors bring their own furnishings or use an outside vendor.

## HANGING SIGNS

Hanging signs are permitted for island booths only and must comply with the 24' maximum island booth height allowance. The distance is measured from the floor to the top of the sign. Signs must be hung directly over contracted space.

## HEALTH AND SAFETY

By registering for NACFC, the exhibitor, its employees, and agents, agree to comply with all health and safety protocols that are established for the conference. Failure to comply on the part of an exhibitor, its employees or agents could result in removal from the conference, and such exhibitor will forfeit to the CFF all monies that have been paid.

## LIABILITY AND INDEMNIFICATION

The exhibitor is fully responsible for any claims, liabilities, losses, damages, or expenses, including attorney's fees, relating to or arising out of any loss of, injury to, or damage to any person or property of the exhibitor or any other property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation at NACFC. The exhibitor agrees to protect, indemnify, hold harmless, and defend the CFF, its officers, directors, agents, volunteers, vendors, and employees from and against any and all such claims, liabilities, losses, damages, and expenses, including attorneys' fees, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence or willful misconduct of the CFF, its officers, directors, agents, volunteers, vendors or employees.

## OUTBOARDING POLICY

The CFF understands the significant commitment and investment that companies place towards NACFC. To protect the interests of all supporters and exhibitors, the CFF strongly prohibits outboarding at NACFC. Outboarding is defined as any non-permanent exhibit, demonstration, event, or branded activity that occurs outside of contracted space with NACFC. This includes investor or sales events at nearby hotels and/or restaurants without the prior knowledge and approval of NACFC Show Management.

Outboarding violates NACFC policy and violation on the part of an exhibitor and/or supporter, its employees or agents may result in immediate eviction at the exhibitor and/or supporter's expense, forfeiting all monies that may have been paid.

## PRINCIPLES AND STANDARDS FOR PHARMACEUTICAL INTERACTIONS

The mission of the CFF is to cure CF and to provide all people with the disease the opportunity to lead long, healthy lives. Engaging with biotechnology and pharmaceutical companies that are advancing CF-related research, therapies, and devices (referred to here as "Industry") is essential to reaching our goal of a cure for all people with CF, as they develop and manufacture FDA-approved CF therapies and lead efforts to advance the next generation of treatments for CF.

We are committed to ensuring that the CFF is free from undue Industry influence and avoiding potential conflicts of interest.

We regularly evaluate our potential and ongoing interactions with Industry to ensure they comply with regulatory guidelines as well as our own internal standards for integrity and ethical behavior. In 2017, we implemented an enhanced set of principles and standards for Industry interactions to further safeguard our independence, objectivity, and ability to make decisions that are in the best interest of people with CF – and to ensure that these interactions are transparent to the CF community and the public.

By applying, exhibitors and supporters agree to adhere to the [CFF's Principles and Standards for Pharmaceutical Industry Interactions](#).

## REGULATORY REQUIREMENTS AND PROFESSIONAL CODES

NACFC adheres to the Accreditation Council for Continuing Medical Education (ACCME) regulations to provide continuing education units for most sessions. ACCME regulations require specific measures to maintain accreditation, some of which pertain to industry support. Please check with your company's regulatory or compliance department before applying for support opportunities. NACFC adheres to all state and federal regulations surrounding regulatory requirements and professional codes.

## **RESTRICTION OF EXHIBITS**

The CFF reserves the right to: (a) reject for any reason without explanation exhibit applications, company, product or service(s) for NACFC; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason including but not limited to literature, displays, advertising, promotional items, conduct of persons, etc.; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to NACFC for any reason. Violation of any regulations on the part of an exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to the CFF all monies that have been paid. Exhibitor shall pay all expenses and damages that NACFC may incur for purposes of eviction.

## **RESTRICTION OF SUPPORT**

The CFF reserves the right to: (a) reject for any reason without explanation supporter applications, company, product or service(s) for NACFC; (b) reject, prohibit, restrict, or otherwise require modification of any support opportunity for any reason including literature, displays, advertising, promotional items, conduct of persons, etc.; and (c) evict or bar any supporter whose materials or conduct is objectionable to NACFC for any reason. Violation of any regulations on the part of a supporter, its employees or agents shall void the right to support opportunities at NACFC, and such supporter will forfeit to the CFF all monies that have been paid. Supporter shall pay all expenses and damages that NACFC may incur for purposes of eviction.

## **SECURITY**

NACFC will provide 24-hour security services during the entire exhibit period, including installation and dismantle periods. Providing this service shall not be construed to be any assumption of liability with respect to the protection of exhibitor property. The CFF will not be responsible for the loss of any material for any cause and urges exhibitors to exercise normal precautions to discourage loss due to theft or any other cause. The CFF, the convention center, or any of its officers, agents, or employees shall not be liable for any act or omission of such security guards.

Individual booth security arrangements and costs are the responsibility of the exhibiting company. Exhibitors wishing to have individual booth security must use the pre-approved NACFC security company.

## **SMOKING**

The CFF has a no smoking policy at NACFC. Smoking is not permitted anywhere in the Boston Convention Center.

## **SOUND/MUSIC**

The volume of conversation, audio or audiovisual equipment, or any other activity shall be kept at levels that do not disturb or intrude upon nearby exhibitors or other conference activities. The use of sound systems is permitted in the exhibit hall provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisles.

Exhibits that are determined by NACFC, in its sole discretion, to have excessive noise levels may result in immediate eviction at exhibitor's expense. Exhibitors and supporters are responsible for obtaining appropriate licenses for any copyrighted music use in conjunction with their exhibit.

## **STAFFING**

Exhibit booths must be staffed and operated at all times during show hours. Exhibitors vacating their booth before the closing of each day or prior to the final close of the show may be denied exhibit space at future conferences and events.

## **SUBLETTING**

No exhibitor shall assign, sublet, or apportion the whole or any part of their contracted space, or have any representatives, equipment or materials from any company other than their own in the booth without written approval. Failure to inform NACFC Show Management may result in immediate eviction at exhibitor's expense.

### **SUNSHINE ACT (OPEN PAYMENTS)**

The CFF supports partnership and transparency between industry and health care professionals. The CFF and NACFC adhere to Sunshine Act compliance.

### **UTILITY SERVICES & A/V EQUIPMENT**

All electrical, plumbing, telephone services, internet services, and audio-visual equipment must be requested through the NACFC-designated contractor. Order forms for these services will be included in the Exhibitor Services Kit.

### **INTERPRETATION AND APPLICATION OF RULES & REGULATIONS**

All matters and questions not specifically covered by the guidelines in the Prospectus and the rules and regulations herein are subject to the decision of the CFF and NACFC. Please contact Shirley Harris, Director, Exhibit Operations at [shirley.harris@spargoinc.com](mailto:shirley.harris@spargoinc.com) or (703) 631-6200 for more information.